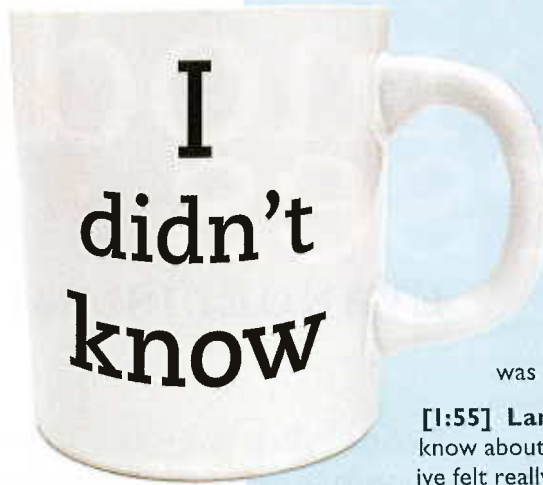


share Christ. The Church must leverage these tools. Even the smallest churches can learn to utilize e-mail or blogs. Not every church will be able to use all of the available tools, of course, but they should not be too concerned about that. Just start somewhere.



»DARYL MCMULLEN

*Web director, Granger Community Church in Granger, Ind.
(gccwired.com)*

If a church isn't seeing hundreds of people come to Christ through online initiatives, why should it devote the resources, energy and time to Internet evangelism?

Daryl: The online presence provides a safe and constant touch-point for someone who is on the fringe. It provides content on demand rather than only on the weekend. There is no set-in-stone measurement for determining if the Web leads people to Christ. However, we hear stories all the time recounting how people are able to watch us online and it has impacted their lives in a positive way. We know small groups form around the online message and that people watching online often attend our physical church as a next step in their spiritual journey.

Do your virtual relationships turn into face-to-face connections, then?

Daryl: Yes, the networking that takes place between bloggers and inside Facebook communities often leads to "real" relationships. You get to know people online, and then when you meet in groups or at events, you have common ground. It opens up the networking possibilities before actually getting there. The secret is being in a culture where technology is accepted and embraced. If this is true, you have the ability to create on-ramps and next-step opportunities for people to engage in once they are ready. Using this framework, a small group could form in Oregon after watching the streaming message on Gccwired.com, and then at some point decide to meet and begin watching it together in one home. The potential exists for this small group to eventually become an online church or start a church of its own.

Do you believe Internet evangelism is a tool every church should be using?

Daryl: No. You have to be sensitive to the environment and culture you are in. What is your demographic? →

[1:54] **World Spire:** But we don't tend to think of our own brokenness as "that bad"

[1:55] **Lambkin12:** ive been doing both. ive been thinking i was that wrong and then about other stuff making it ok somehow but i knew it was wrong

[1:55] **Lambkin12:** its really good to know about that most shameful thing because ive felt really low

[1:55] **World Spire:** me too

[1:56] **Lambkin12:** its been to the point that i realize im not thinking about things like i used to, and that really scares me. ive been full of hate in some ways and theres no doubt i know thats so wrong

[1:58] **World Spire:** He knows everything you or I have ever done. And I'm ashamed of many things.

[1:59] **World Spire:** But he sees it all and loves anyway.

[1:59] **World Spire:** That blows me away

[2:00] **Lambkin12:** yeah thats the big thing ive been after in my life is unconditional acceptance

[2:01] **World Spire:** Jesus proves he has that for us, because he didn't die for us after we cleaned up, but before. The bible says, "While we were still sinners, he died for us"

[2:01] **Lambkin12:** when i feel like i have got it , it doesnt last, or well, things happen

[2:16] **Lambkin12:** tonight i realized, like I have in part for a while now.. but not to this extent... that ive been really reallllly messed up

[2:17] **Lambkin12:** it started when i had some horrible things happen in my life and i became so angry

[2:17] **Lambkin12:** and i lost hope about life in alot of ways

[2:18] **Lambkin12:** i tossed out the stuff i had worked on so hard, like not doing things id regret, taking care of myself physically, not taking or doing anything that could harm or shorten my life. i figured it didnt matter after that

[2:20] **Lambkin12:** im a perfectionist, or can be and i guess i thought i was like a painting that was torn and to be tossed out. couldnt be repaired

[2:21] **Lambkin12:** alot of things have happened in my life since and most of them are my fault but other things, with other people have happened and ive lost people i cared about so much to suicide and death., its like my →

Who is your target audience? If the homeless population in New York City is your target audience, are they going to look at your Web site if you had one?

»GUY KAWASAKI

*managing director, Garage Technology Ventures
in Palo Alto, Calif.*

In addition to videos, what online resources (like MySpace, virtual church services, etc.) do you think work to connect with people who are not yet Christians?

For people who are “not yet Christians,” online resources are challenging. It’s hard to see them joining Christian social groups online as a first step. I would initially focus on providing information (as opposed to evangelism) as the first step. The Jesus Institute (jesus-institute.org), for example, does this.

What’s the best advice you have for churches who want to use online technology evangelistically?

Look at good examples and copy what they’ve done. For example, look at what Granger Community Church has done. There is no reason to reinvent the wheel.

Do you believe Internet evangelism is a tool every church should be using?

The logical first step is effectively serving a church’s members online. Many churches do not yet do this well. Much more could be done with the audio and video broadcast of sermons and dissemination of church logistical information, such as meeting times and topics. After mastering this, senior pastors should write blogs. Then people can socialize online and form groups. That’s the order I would approach things.

So how should online strategy relate to a church’s overall strategy for outreach and ministry? What is its place in the big picture?

Its place in the big picture is that it is “another” way to share the message. It isn’t the be-all and end-all. It won’t replace face-to-face interactions, but is a powerful supplement to a church that is already providing good services. →

heart was non existent but i tried to find something to ease the pain or make me feel anything at all

[2:22] **Lambkin12:** and i dont recognize myself now, inwardly, and outwardly almost too.

[2:22] **World Spire:** Jesus is the God is making death things alive again, the God is resurrection

[2:23] **World Spire:** Do you trust him to resurrect you?

[2:24] **Lambkin12:** i know i need that, and yes id love that. He would for anyone?

[2:25] **World Spire:** For anyone. But he doesn't work like that. He knows your name and has thought of you since before time, the bible says. He wants you, like a lover wants his love.

[2:25] **World Spire:** He knows you and has been waiting for you.

[2:25] **World Spire:** He wants you to trust him, to marry your life to him.

[2:27] **Lambkin12:** I have a concern...well im worried about this. I am and have been bisexual and I hear all this about how homosexual people cant be christians and all that. does that matter or change anything?

[2:27] **World Spire:** No

[2:28] **World Spire:** You'll find that sexuality is a hard area for heterosexuals too. Because sex is a gift and we are broken so we use the gift wrong

[2:39] **Lambkin12:** ok ill remember that

[2:39] **World Spire:** I'll be praying for you, Lambkin12. I'll pray you find some believers that know what it is about.

[2:40] **Lambkin12:** thank you

[2:40] **Lambkin12:** is there a way we could pray tonight too?

[2:40] **World Spire:** sure

[2:41] **Lambkin12:** i really want to try this

[2:41] **World Spire:** Why don't you try first

[2:41] **Lambkin12:** ok

[2:41] **Lambkin12:** im not sure what to say

[2:41] **World Spire:** You're talking to one that knows you well and loves you, say whatever comes to mind

[2:42] **Lambkin12:** ok

[2:42] **Lambkin12:** do i adress the prayer to God or Jesus?

[2:43] **World Spire:** No rules, really. When Jesus was on earth he prayed to the Father, but I pray to Jesus sometimes →